

Heber Airport

Receives Renovation

9 Aug 1984 - Wave

Approval for the first stage of an improvement program at the Heber Airport was given by the Utah Transportation Commission.

The first phase will include a new overlay of pavement on the runway, taxiway and parking apron. A new runway turnaround will also be built.

The Division of Aeronautics of the Utah Department of Transportation is contributing \$32,245 toward the project along with a similar amount from Heber City. The Federal Aviation Administration is providing \$365,455 toward the improvement project.

Airport Expansion is for Runway Only

Wave 16 Aug 1984

HEBER CITY—Funds for the expansion of the Heber City Airport have moved one step closer to being approved by the Federal Government. The State Department of Transportation approved matching funds put up by Heber City, and the application submitted by the City Council was sent to the federal government.

City Councilman Dan Bates said the money received from the state will go along with the city's portion to show the federal government that the city and state were behind the renovating of the Heber Airport.

The funding will, if approved by the federal government, be used to finish phase one of the master plan for the airport.

If the federal monies are approved, then an overlay project would begin, which would consist of placing a 2-inch overlay, with a

centerline crown on the existing 100-foot wide runway, the 50 foot wide part parallel taxiway, and the existing apron. The existing surface was last overlayed in 1968 and has experienced wear causing cracking and some depressions.

Also proposed, would be a turnaround area at the south end of the runway. Currently, as a plane lands during heavy airfield use, planes on the runway must pull off onto the dirt to avoid other planes taking off. During wet periods many planes will stay on the runway to avoid getting stuck in the mud. A turnaround area is needed at the end of the runway for planes to pull off the runway and wait for any planes taking off before returning to the tie-down area.

Mayor Jan Furner expressed concern for the airport as a

stepping stone to move in the direction of industrialization. Furner explained that there would be an increase in the types of businesses that would move into the valley, if the airport were to be updated. The Mayor gave two specific examples of companies investigating the airport for future use.

"We're looking at a small private airport. It's a private rather than a commercial," said Councilman Dan Bates. "This improvement will attract others to construct hangers, and it'll enhance the agreement with the leasee."

The overall master plan will help the city determine where the airport use is doing. It will help in the determination of permanent structures and all the other facilities which may come in the future.

Aerospace Class

"Riders in the Sky" See Valley Below

Wave 4 Oct 1984

Wasatch H.S., Sept. 27 (LRJ)
Riders in the Sky, 58 students and 12 adults, saw Wasatch Valley like never before. A hands-on experience let the aerospace class members and others at the high school experience five-minute helicopter rides that started at the practice field and ended there.

What happened in the minds and bodies of passengers was unique to each individual as pilot Lary Winterton carried two at a time over fields and hills. The parent-approved activity has inspired some students to go into the aerospace world, and today, others stated, "I've got to get a helicopter."

Joe Weight, instructor, has been providing these experiences through Mr. Winterton for some years now, but today, when he went up with Mr. Jackson, it was his first helicopter ride. Just like everyone else, he "oohed and ahhed" as the copter tilted forward and provided a landscape view seen only by those who travel by air.

Mr. Winterton owns the Daltec Helicopter Service and does private work for many customers. Previous jobs have been for Search and Rescue, survey workers, TV tower checks, KUTV, Utah Travel Council, and passenger service. He even transports diners to rooftops in SLC and gives longer rides around the area. Mr. Winterton also drives a local school bus, a different kind of trip for a person so in love with flying that he paid for his own training—a very expensive way to go.



Students prepare to board Winterton's Helicopter as a field experience for Joe Weight's Aerospace class

Dottie Winterton serves as his support personnel and buckles students in for the ride and does head counts until the last rider has come home. Then she climbs

aboard and sails off toward the sun with her partner. Both wave and those left behind know what they are experiencing—since they have been there themselves.

...the ground, said John B. Rutledge, president and secretary of Norbest. "But we are headed in the right direction. We are innovative — some call us crazy — but we are increasing turkey consumption."

No doubt about that. USDA statistics show turkey consumption up 600 percent last year over 1980, a 25-year upward cycle.

Rutledge, Norbest's new president and general manager, (see profile of Rutledge on opposite page) is riding the "trendy" label for all it's worth. "The concept of trendy turkeys is paying off," said Rutledge who took over the top job from Owen Sumsion who retired at the end of 1987 after 28 years of service.

"Just look at the luncheon meats in your supermarkets," said Rutledge, "and notice how poultry products have taken over large portions of the display space — space once occupied by red meat products. We are definitely on the right track."

Among Utah's oldest and most stable companies, Norbest Inc. is a cooperative, the largest turkey co-op in the world and the fourth largest turkey processing organization in the nation. Comprised of some 250 growers in Utah, Oregon, Nebraska and Min-

gram to its own commercial processing operation.

The \$871,000 in fines levied against the co-op is now being paid off over a five year period, ironically not in cash but in donations of turkey to the school lunch program.

In a way, the intense negative publicity that Norbest incurred from the incident, particularly in Utah, was undeserved because Norbest Inc. is a sales and marketing agency that is hired by independent entities to market their products. Norbest owns no plants nor does it directly operate the facilities.

In the 1986 case involving the plant in Salina, Norbest got involved in that end of the business in a joint venture with the Utah Turkey Growers. It was intended to be a research and development facility that would get Norbest into the "further processed" end of the roasted turkey business.

"Unfortunately," said Rutledge, "we hired an unsavory character and got into some wrongdoing. Actually, that was never proved, but we felt the allegations by USDA had some substance so we decided to immediately close the facility, terminate the indi-

endary fan dance.

Norbest promoters convinced Rand to substitute her fan of feathers for a Norbest turkey in full plumage. Not surprisingly, the photos appeared nationwide at very little expense to Norbest. Whether they helped sell turkeys remains unclear.

Another marketing coup occurred in 1936 when then Utah Gov. Henry H. Blood presented a live Utah turkey to President Franklin D. Roosevelt, complete with a special crate built to look like the White House. The event was the forerunner to the turkey industry's annual Thanksgiving presentation to the nation's chief executive.

On a more prosaic level, Norbest, in 1968, gave the industry the "Tender Timer" automatic roasting gauge in which a red stem pops up when the bird is done. Also in the late '60s, Norbest introduced pre-basted turkeys and turkey products internally basted with herbs and seasonings.

Norbest was the first processor to offer cleaned, packaged, oven-ready turkeys and is the nation's largest supplier of large — 34 pounds and up — toms and boneless roasts for commercial food service.

Last February, some 800 area residents gathered in the Moroni LDS Stake Activity Center to talk turkey — 50 years of turkey growing extending back to the incorporation of the Moroni Feed Co., founded Jan. 20, 1938. The celebration honored the turkey industry in Sanpete County in general and the Moroni Feed Co. co-op in particular. Special tribute was paid to Evan Johnson, Manti, and Ray Tanner, Fairview, two of the surviving original founders of the company.

Today, the Moroni plant covers five acres and has the capacity to process and freeze 600,000 pounds of turkey per day. The effects of Norbest's \$8.5 million annual payroll on the area's economy cannot be exaggerated.

"When you add to that payroll the multiplier effect (the additional spending encouraged by the original salary), the dollar figures are very impressive and you get a good idea why the turkey industry is so important to us here in Moroni, in all of Sanpete County, and in the entire state," said Frank Cook, manager of the co-op's feed division in Moroni.

Other Norbest co-op members are the

As a result of promotions to alleviate the excess, a "competitive spark" was ignited across the nation. The next thing that happened was apparent shortages, with prices shooting up to 65 cents for both hens and toms.

"How could this happen?" asks the report. No one knows for sure, is the reply, but two things are clear: "Markets react to what people think a situation is, not necessarily what it may actually be. And we can actually 'talk' a market down. On a down market, one load is a surplus that needs a home. On an up market, a 100 load inventory instills a feeling of being short of needs."

If there was a culprit in 1987 for the see-saw market, says the report, it appears to be the government reports on storage holdings. "We need to exercise caution in evaluating the USDA monthly storage reports," says the Norbest report.

For 1988, Norbest will continue its ongoing effort toward more balanced year-round production. "The turkey industry continues in a state of transition," says the report. "Flexibility continues to be the key to a successful operation."

JAPANESE

Continued from M1

a major Japanese conglomerate with retailing interests. The houses then will be marked up — like shoes or dresses — and sold to Japanese consumers one by one.

"We expect the number to increase it drastically," Sands said. "This is just the beginning."

Meanwhile, a booklet telling how to deal with the Japanese for maximum success has become required reading for Sands office managers. "It tells how to bow, how not to offend, who starts talking, who stops," Sands said.

For almost a year, Coldwell Banker has been running advertisements in foreign-language U.S. papers. The company plans to open its first franchise office in Tokyo this year. On these shores, Williams said, "We are always interested in hiring Asians."

Jon Douglas, president of Jon Douglas & Co., recently spent several

servative Japanese.

"It's true the culture in Japan is changing rapidly from one of saving to one of consumption, but I don't know if they'll want to live on the west side. It's not their style," said Jack Kyser, chief economist of the Los Angeles Area Chamber of Commerce. "Maybe they'll buy for speculation or for rentals. It's an interesting proposition."

Certainly, hype is a key element in the current Pacific Rim marketing craze — which to some extent is designed to persuade owners of pricey properties to list with the broker claiming the best overseas contacts.

"Now everyone wants a video," said Gary More, marketing director of Rodeo Realty, the Merrill Lynch division that lists only properties worth more than \$1 million.

"They think they can sell for twice as much money to the Japanese," Sands said. "We are very sensitive to the fact that Japanese are buying up America. But someone comes in from Canada and no one notices. The same thing happened with the Iranians in the 1970s." He said 80 percent

Secretary pay issue in the boss's lap

By Pete Bishop
Scripps Howard Service

Secretaries are gaining more respect as they widen and improve their skills and education, but employers haven't raised their pay commensurately.

According to the U. S. Bureau of Labor Statistics, the average non-union secretary made \$294 a week last year and the average union-covered secretary \$409 a week.

But only about 15 percent of the nation's 5.8 million secretaries — 98 percent of whom are women — are union members.

Deborah Meyer, associate director of 9to5, National Association of Working Women, says there also is "a widening gap" between the wages of female clericals and the salaries of male executives.

The gap was \$353 a week last year, up \$17 a week from 1986. "As you look at inflation, clericals earn \$2 a week less in real terms than they did in 1968. All workers (as a whole) earn \$2 more. It may not sound like much, but it is \$104 a year. We're losing ground. We should be gaining."

And many secretaries are better educated than

tain practices are not acceptable, specifically sex, race and age discrimination and sexual harassment."

Marie Gazica, president of the Pittsburgh Chapter of Professional Secretaries International, agrees that secretaries are "in a terrific situation because of computers. We've been pulled into management. A lot of managers don't have the expertise we've already had, so we get in on some of the decision-making."

"Now the managers realize some of the problems we have because they're talking to us. They're listening to us. They don't think we're just the person who gets the coffee. They're understanding us a little better."

Still, she said, the job is "more stressful because we're required to do a lot more."

"A lot of managers think that because we have computers we can get things done faster, so they give us more to handle. They think it's the magic machine — you look at it and it's done. Someone has to smile and say, 'I'll be glad to, but give me a couple minutes.'"

Ms. Meyer points out that "it's very hard" to do

So how can secretaries improve their lots? "The best thing to do is to work together," Ms. Meyer says. "You don't necessarily have to join a union. There are groups like 9to5," which is based in Cleveland, and despite its full name, welcomes men as members, too.

"When negotiating a raise, don't go in by yourself. You have a lot more clout if a number of people are asking for the same thing. You can exert more pressure."

Compile laudatory material such as letters of commendation from supervisors or customers or lists of ways you've saved the company money or improved working conditions. Learn what raises in general are at your company.

"You don't want to ask for too much, but you don't want to ask for too little," Ms. Meyer advises.

Betsy Lazary, president of the New York City Chapter of Professional Secretaries International and author of "Good Bosses Do: How To Find Hire and Keep a Good Secretary," says the biggest problem is the two-way assumption that "all secretaries are alike."

The secretary usually will have some skill



Planning for Heber valley airport was headed by Gordon Mendenhall, secretary-treasurer of airport control board; Harold H. Smith, the board chairman, and Mayor Raymond Giaccolletti, from left to right.

Leaders Schedule Dedication Of Heber Airport Today

HEBER (Special)—Heber valley airport will be dedicated Tuesday at 1:30 p.m.—marking completion of a project four years in the planning and then construction stages, Harold H. Smith, airport control board chairman, announced Monday.

He said representatives of the civil aeronautics administration, governor's office, state director of aeronautics and construction company along with committees from civic groups in this area will attend the ceremonies at the air field, a mile southwest of here.

Started In 1946

Negotiations on the airport—a joint project of Wasatch county, Heber city, state aeronautics department and C A A — began in 1946 and construction was begun during the summer of 1949 by Reynolds Construction Co., Springville. Engineers were John Neff and Elwood Neff, Salt Lake City.

The 100x4400 ft. paved landing strip is constructed to carry planes heavier than those usually provided for by landing fields of comparable size.

Plan Turkey Dinner

Before the dedication, visiting fliers and office event will be g

dinner from 11 a.m. to 1 p.m. in Heber community building. Co-chairmen of the dinner are Mrs. Merle Dean of Veterans of Foreign Wars auxiliary, and Mrs. Jennie Duke, American Legion auxiliary.

Lockhart post, American Legion, and auxiliary, will present colors at the ceremony and music will be by Wasatch high school band with Vernon P. Johansen, director.

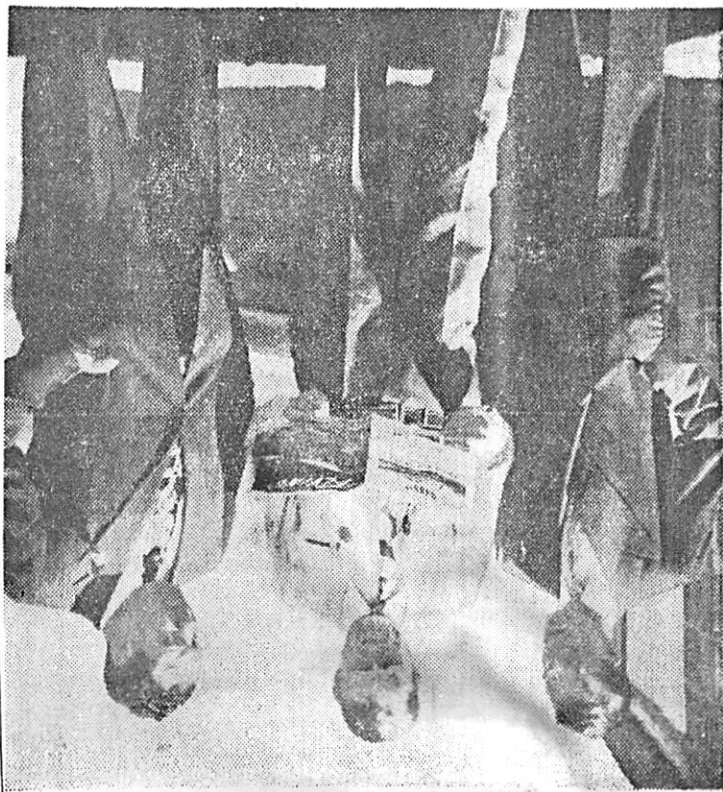
Prayer of Dedication

Prayer of dedication will be offered by H. Clay Cummings, president of Wasatch Stake, Church of Jesus Christ of Latter-day Saints.

General arrangements for the dedication have been directed by the airport control board including Mr. Smith, Clyde Ritchie and Heber R. Winterton, of the county commission; Mayor Raymond Giaccolletti and Sherman Giles, city council, and Gordon Mendenhall, secretary-treasurer.

Reception and registration committee includes Guy McDonald, Russell McDonald, Sperry Rollins, Elmo Jacobson and Dr. Rex A. Whiting. The 20-30 club and Heber Lions with Guy McDonald and Maron Hiatt as cochairmen, are arranging transportation.





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